

CONTRACT



www.wxyz.com

WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
(248)827-7777

And:

New Media Firm
1322 G Street SE
Washington, DC 20003

| | | |
|--|---|--|
| <u>Contract / Revision</u> 305716 / | | <u>Alt Order #</u> |
| <u>Product</u> MI Quality Homecare Initiative | | |
| <u>Contract Dates</u> 10/23/12 - 10/29/12 | | <u>Estimate #</u> 1538 Week 2 |
| <u>Advertiser</u> MI Quality Homecare Initiative | | <u>Original Date / Revision</u> 07/24/12 / 07/25/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WXYZ | <u>Account Executive</u> Dave Lombardo | <u>Sales Office</u> EWS - Washing |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 25-54 | | |
| <u>IDB#</u> 14019 | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> 2 | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|-------|-------------------|-----------------|----------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1 | WXYZ | 10/23/12 | 10/29/12 | 7 Action News This Morning | 430a-5a | | :30 | | | NM | 5 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -1111-- | | | | 4 | \$150.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$150.00 | | | |
| N 2 | WXYZ | 10/23/12 | 10/29/12 | 5am News M-F | 5-6am M-F | | :30 | | | NM | 5 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -1111-- | | | | 4 | \$400.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$400.00 | | | |
| N 3 | WXYZ | 10/23/12 | 10/29/12 | M-F 7-9am | 7-9am M-F | | :30 | | | NM | 10 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -2222-- | | | | 8 | \$900.00 | | | |
| | Week: | 10/29/12 | 11/04/12 | 2----- | | | | 2 | \$900.00 | | | |
| N 4 | WXYZ | 10/27/12 | 10/27/12 | Action News SAT 6am | SAT 6-7am | | :30 | | | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$250.00 | | | |
| N 5 | WXYZ | 10/27/12 | 10/27/12 | GMA SAT 7-8am | SAT 7-8am | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$350.00 | | | |
| N 6 | WXYZ | 10/27/12 | 10/27/12 | Action News SAT 8am | SAT 8-9am | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$350.00 | | | |
| N 7 | WXYZ | 10/28/12 | 10/28/12 | GMA SUN 7-8am | SUN 7-8am | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$350.00 | | | |
| N 8 | WXYZ | 10/28/12 | 10/28/12 | Action News SUN 8am | Sun 8-930am | | :30 | | | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$350.00 | | | |
| N 9 | WXYZ | 10/23/12 | 10/29/12 | M-F 9a-10a | 9-10am M-F | | :30 | | | NM | 10 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 10/22/12 | 10/28/12 | -2222-- | | | | 8 | \$500.00 | | | |

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| <u>Contract Dates</u> 10/23/12 - 10/29/12 | <u>Product</u> MI Quality Homecare Initi | <u>Estimate #</u> 1538 Week 2 |
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| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Totals | |
|-------|------|-------------------|-----------------|-------------------------|-----------------|------|--------|-------------------|-------------|------|--------|------------|
| | | | | | | | | | | | Spots | Amount |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 2----- | | | | 2 | \$500.00 | | | |
| N 10 | WXYZ | 10/23/12 | 10/29/12 | M-F 10a-11a | 10-11am M-F | | :30 | | | NM | 5 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1111-- | | | | 4 | \$400.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$400.00 | | | |
| N 11 | WXYZ | 10/23/12 | 10/29/12 | 12n-1p | 12-1pm M-F | | :30 | | | NM | 5 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1111-- | | | | 4 | \$500.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$500.00 | | | |
| N 12 | WXYZ | 10/23/12 | 10/29/12 | Dr. Oz | 4-5pm M-F | | :30 | | | NM | 5 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1111-- | | | | 4 | \$900.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$900.00 | | | |
| N 13 | WXYZ | 10/23/12 | 10/29/12 | 5-6pm M-F | 5-6pm M-F | | :30 | | | NM | 5 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1111-- | | | | 4 | \$1,000.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$1,000.00 | | | |
| N 14 | WXYZ | 10/23/12 | 10/29/12 | 6-630pm M-F | 6-630pm M-F | | :30 | | | NM | 5 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1111-- | | | | 4 | \$1,200.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$1,200.00 | | | |
| N 15 | WXYZ | 10/23/12 | 10/29/12 | M-F 7-730p | 7-730pm M-F | | :30 | | | NM | 5 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1111-- | | | | 4 | \$1,200.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$1,200.00 | | | |
| N 16 | WXYZ | 10/27/12 | 10/27/12 | Sat 7-8pm | 7-8pm Sat | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$1,000.00 | | | |
| N 17 | WXYZ | 10/28/12 | 10/28/12 | Su 6-630p | 6-630pm Sun | | :30 | | | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$750.00 | | | |
| N 18 | WXYZ | 10/24/12 | 10/29/12 | M-F 730-8pm | 730-8pm M-F | | :30 | | | NM | 3 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1-1-- | | | | 2 | \$1,800.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$1,800.00 | | | |
| N 19 | WXYZ | 10/23/12 | 10/29/12 | 11pm Action News Update | 11-1135pm M-Sun | | :30 | | | NM | 4 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1-1-1- | | | | 3 | \$2,000.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$2,000.00 | | | |
| N 20 | WXYZ | 10/23/12 | 10/29/12 | Nightline | 1135pm-1205am M | | :30 | | | NM | 5 | \$3,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1111-- | | | | 4 | \$750.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$750.00 | | | |
| N 21 | WXYZ | 10/23/12 | 10/29/12 | Jimmy Kimmel Live | 1205am-105am M- | | :30 | | | NM | 5 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -1111-- | | | | 4 | \$250.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | 1 | \$250.00 | | | |

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| Contract / Revision 305716 / | | Alt Order # |
| Contract Dates 10/23/12 - 10/29/12 | Product MI Quality Homecare Initi | Estimate # 1538 Week 2 |
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| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-----------------------------|------------------|------|--------|-------------------|-------------|------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| N 22 | WXYZ | 10/23/12 | 10/29/12 | M-F 106a-206a | 106am-206am | | :30 | | | NM | 5 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - 1111 - - | | | | 4 | \$150.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1 - - - - - | | | | 1 | \$150.00 | | | |
| N 23 | WXYZ | 10/27/12 | 10/27/12 | SA Greys | 1130pm-1230am | | :30 | | | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - - - - - S - | | | | 1 | \$250.00 | | | |
| N 24 | WXYZ | 10/28/12 | 10/28/12 | SU 1130p-12a | 1130pm-12am | | :30 | | | NM | 1 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - - - - - S | | | | 1 | \$550.00 | | | |
| N 25 | WXYZ | 10/29/12 | 10/29/12 | MO 8-10pm Dancing | 8-10p | | :30 | | | NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | M - - - - - | | | | 1 | \$10,000.00 | | | |
| N 26 | WXYZ | 10/23/12 | 10/23/12 | Private Practice | 10-11pm Tuesday | | :30 | | | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - T - - - - - | | | | 1 | \$5,000.00 | | | |
| N 27 | WXYZ | 10/25/12 | 10/25/12 | Scandal | 10-11pm Thursday | | :30 | | | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - - - T - - - | | | | 1 | \$5,000.00 | | | |
| N 28 | WXYZ | 10/26/12 | 10/26/12 | Shark Tank | 8-9pm Friday | | :30 | | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - - - F - - | | | | 1 | \$2,000.00 | | | |
| N 29 | WXYZ | 10/27/12 | 10/27/12 | ABC's Saturday Night Footba | SA 8pm-1130pm | | :30 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - - - - - S - | | | | 1 | \$3,000.00 | | | |
| N 30 | WXYZ | 10/28/12 | 10/28/12 | AFHV | 7-8pm Sunday | | :30 | | | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - - - - - S | | | | 1 | \$3,000.00 | | | |
| N 31 | WXYZ | 10/28/12 | 10/28/12 | Action News SUN 6am | SUN 6-7am | | :30 | | | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - - - - - S | | | | 1 | \$250.00 | | | |
| N 32 | WXYZ | 10/23/12 | 10/29/12 | M-F 11a-12n | 11am-12pm M-F | | :30 | | | NM | 5 | \$3,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - 1111 - - | | | | 4 | \$750.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1 - - - - - | | | | 1 | \$750.00 | | | |
| N 33 | WXYZ | 10/27/12 | 10/27/12 | SA Unit | 1am-2am | | :30 | | | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - - - - - S - | | | | 1 | \$175.00 | | | |
| N 34 | WXYZ | 10/28/12 | 10/28/12 | SU 12a-1a | 12am-1am | | :30 | | | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - - - - - S | | | | 1 | \$250.00 | | | |
| N 35 | WXYZ | 10/24/12 | 10/24/12 | Middle/Suburgatory | 8-9pm Wednesday | | :30 | | | NM | 1 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - - W - - - - | | | | 1 | \$4,500.00 | | | |
| N 36 | WXYZ | 10/23/12 | 10/29/12 | Action News 6am | 6-7am M-F | | :30 | | | NM | 5 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

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| Week: | | 10/22/12 | 10/28/12 | - 1111 - - | | | | 4 | \$900.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | 1 - - - - - | | | | 1 | \$900.00 | | | |
| N 37 | WXYZ | 10/28/12 | 10/28/12 | SU 1a-2a | 1am-2am | | :30 | | | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - - - - - S | | | | 1 | \$175.00 | | | |
| N 38 | WXYZ | 10/23/12 | 10/23/12 | Happy Endings/Apt23 | 9-10pm Tuesday | | :30 | | | NM | 1 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - T - - - - - | | | | 1 | \$9,000.00 | | | |
| N 39 | WXYZ | 10/26/12 | 10/26/12 | Primetime | 9-10pm Friday | | :30 | | | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - - - - F - - | | | | 1 | \$4,000.00 | | | |
| N 40 | WXYZ | 10/28/12 | 10/28/12 | Revenge | 9-10pm Sunday | | :30 | | | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | - - - - - S | | | | 1 | \$5,000.00 | | | |
| Totals | | | | | | | | | | | 115 | \$125,700.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|---------------------|---------------------|
| 10/01/12 - 10/28/12 | 95 | \$100,550.00 | \$85,467.50 |
| 10/29/12 - 10/29/12 | 20 | \$25,150.00 | \$21,377.50 |
| Totals | 115 | \$125,700.00 | \$106,845.00 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.